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We must open wider the doors of opportunity....
for the good of our country and all our people"
President Eisenhower

RURAL DEVELOPMENT PROGRAM

Committee for RURAL DEVELOPMENT PROGRAM

Under Secretary, Department of the Interior

Under Secretary, Department of Agriculture (Chairman)

Under Secretary, Department of Commerce

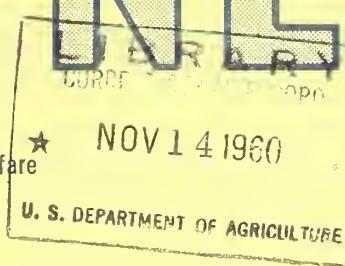
Under Secretary, Department of Labor

Under Secretary, Department of Health, Education, and Welfare

Administrator, Small Business Administration

Member, Council of Economic Advisers

NEWS



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President Eisenhower has called for an expanded and intensified Rural Development Program, which he terms the first "concerted attack on the complex problems of families living on small and inadequate farms."

The President's statement was made following receipt October 13 of Secretary of Agriculture Benson's fifth report on the program.

Low incomes on small farms and among some nonfarm families living in rural areas are not solely an agricultural problem, the President said, "nor does the solution lie wholly within agriculture. There must be supplemental employment and additional sources of income, which the Rural Development Program helps provide."

In his report, Secretary Benson states that the program is now widely accepted as a major national approach to helping low-income rural people improve farming, obtain off-farm income, and build more prosperous communities.

Listing plans and projects implemented by the Rural Development Program, the Secretary cites the following:

-- An extensive research effort, involving Federal and State governments and private groups, to find the causes and cure of chronic poverty in certain farming areas.

-- Dramatic new approaches to stimulating economic progress and increasing opportunities in small towns and rural communities.

-- An "unparalleled effort" to focus national attention on the problem.

The Secretary also lists specific projects that are raising living standards in communities taking part in the Rural Development Program.

These projects, according to the report, have resulted in development of thousands of new jobs, expanded outlets for farm products, extensive educational work among families on small farms, assistance to young people, construction of new health facilities, and many other activities.

This is one of a series of periodic reports on Rural Development Program activities of business, farm, civic, government and other community leadership working together. If you have information that might be of interest to those participating in the program or you wish to receive this Newsletter, address communications to the Editor, Rural Development Program News, Office of Information, Department of Agriculture, Washington 25, D. C.

A supplement to the Secretary's report was also issued which includes a summary of individual State programs, agency contributions to the program, and a research report on low-income farming areas. (Single copies of the Secretary's Fifth Annual Report on the Rural Development Program, the Supplement, and the President's statement are available from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.)

SEVEN MORE STATES PLAN RURAL DEVELOPMENT PROGRAMS Rural Development Programs will be operating in 38 States and Puerto Rico by next June 30, Under Secretary of Agriculture True D. Morse recently announced.

States planning to inaugurate programs are Arizona, Colorado, Connecticut, Iowa, Kansas, New Hampshire, New York, and Vermont. These are in addition to the 30 States and Puerto Rico where the work is presently going forward.

In making his announcement, Mr. Morse said that a \$3,000,000 increase in appropriations this year in support of Extension work was indicated by Congress to be primarily for increasing county agents' salaries. However, some of these funds are available for the Rural Development Program and about \$650,000 will be used specifically for this purpose, he indicated.

This amount is in addition to the \$890,000 which remains available to the States in a special appropriation for the program. Adjustments are being made in the use of these special funds, with a tendency to shift from a county basis to larger area programs, Mr. Morse said.

RURAL DEVELOPMENT MOTION PICTURE PREVIEWED IN WASHINGTON A documentary color film dramatizing the aims of Rural Development was premiered in Washington October 3 by members of the Committee for Rural Development Program, other Federal officials, and representatives of private groups.

Entitled The New Rural America, Opportunities Unlimited, the film was produced by the Department of Agriculture's Motion Picture Service, with the technical aid of Committee members and staff.

It illustrates dramatically the wide range of projects going forward in rural America to improve farming, build up large and small industry, and improve communities.

Nearly a dozen rural areas and small towns around the country are represented in the picture. They include Hardin County, Tennessee; East Kentucky; the Tupelo and Asheville areas of Mississippi and North Carolina, respectively; and areas in Maryland and Pennsylvania.

The New Rural America, Opportunities Unlimited should have wide use in all States at town and country meetings, in connection with Rural Development programs, and for television. A $13\frac{1}{2}$ -minute length makes the film ideal for the latter use.

The new film is being made available to film libraries of Land Grant Colleges and Universities about November 1. It may also be obtained on loan or purchase from the Motion Picture Service, Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

RURAL DEVELOPMENT IN ACTION

(Based on reports of rural development throughout the Nation, including pilot counties and others.)

Kentucky: The State Government announced plans in September for a multi-million dollar industrial research center at Lexington, which is sure to become a major factor in Kentucky's campaign to balance agriculture with industry.

Ohio: How small communities can organize and promote development programs will be the main topic of the Second Annual Community Development Conference November 4-5 at Ohio State University. The meeting will bring together prominent planning and development specialists in the State.

Indiana: "Operation Multiple Use" has been launched by the Perry County Rural Development Committee, with the aim of using U. S. Forest Service programs and aids in the nearby Hoosier National Forest to promote recreation and tourism.

Appalachia: Governors or their representatives of 11 Appalachian Mountain States meeting in Lexington, Kentucky, October 17-18, agreed to set up a permanent interstate group which would promote economic development in the entire area. First objective: road and water development.

Mississippi: A recent State University release points with pride to accomplishments of folks in Humphreys County, where a homegrown Rural Development Program has been going forward for ten years. Benefits include "a well diversified agriculture, a good start with local industry, practically debt-free county government, new hospital, hard surfaced roads in every community, and new schools," says the release.

Missouri: Some 1,300 jobs will result from industry expansion going forward in the six-county Rural Development Program area of this State. Capital is being supplied by local leaders, banks, and the U. S. Small Business Administration.

Arkansas: Results of a massive year-long study of human resources and economic potential in the four-county Batesville Rural Development area are now being presented in a series of public meetings. Next step: a coordinated long-term development plan based on facts developed by the many agencies involved in the study.

Washington, D. C.: The Farmers Home Administration recently announced a change in regulations to permit farmers anywhere in the country with off-farm jobs to obtain operating and development loans, if otherwise qualified. The broadened program is based on experience gained in Rural Development Program areas, another example of how such areas can be used as "pilots" to test out new approaches.

REGIONAL RURAL DEVELOPMENT
MEETINGS HELPING EXPAND PROGRAM

More effective planning of Rural Development Programs and stepped-up State and local activity are resulting from the current series of 11 regional conferences being held around the country.

About 1,500 State and national leaders and specialists in agriculture, commerce and industry development, education, and social welfare have attended the six regional conferences held to date. These meetings, which included 28 States and Puerto Rico, were held in Arkansas, Indiana, Virginia, Michigan, Nebraska, and Alabama.

Among those participating in the meetings held to date were members of the national Committee for Rural Development Program, Land Grant College and University officials, regional and State directors of U. S. agencies, and State specialists in many different fields.

Under Secretary Morse recently commented that the discussions and workshops which make up the conferences are of special value to those working outside the agricultural field.

"They have an opportunity at these meetings to listen to discussions of ways their organizations can help solve the problem of low incomes in lagging rural communities. They obtain a new perspective on their role in Rural Development Programs," he said.

Proof of public interest in the States concerned is the large amount of news media coverage received by the conferences. Several major regional newspapers, including the Milwaukee Journal, St. Louis Post Dispatch, Richmond Times Dispatch, Indianapolis Star, and Arkansas Gazette featured stories and editorials.

One paper, The Lincoln (Nebraska) Evening Journal commented, "It is fitting that representatives of six States should confer on (Rural Development) in Nebraska's capital city at the time the State is making a major push to stimulate off-farm opportunity.

"Never in recent years has the desire to balance Nebraska's agriculture with industry been as great as it is today."

Federal and State representatives are currently discussing plans for additional conferences in the series.

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FARM JOURNAL's Dick Davids in the October 1960 issue sums up the Rural Development process at the local level as follows: "Catalog your resources, and don't minimize them. Analyze especially your man-power and part-time labor, and if it's unskilled, get a good vocational school going at once. Maybe you need stronger churches, a health center, more recreation. Improve your hills, lakes, and streams, then capitalize on them. Expand your local industries. Build markets. Do a better job of farming. And perhaps most important -- make the program a community one."

He calls it all "Countryside Growth". If you want a reprint of Dick's article, entitled "Is This the Story of Your Young Folks?" write the Editor, Rural Development Program News, Office of Information, U.S. Department of Agriculture, Washington 25, D. C.